

Macy's

R. H. Macy & Co.'s Attractions Are Their Low Prices.
Herald Square, Broadway, 34th to 35th St.

Fashionable GOWNS for AFTERNOON Street Wear

Very chic and even daring in style is a Paris Frock at \$89.75—a model of unusual individuality. A supple Canton Crepe in a gay but soft shade of rose is employed for the graceful skirt, its bouffant draperies at the sides and its sash panel rich with embroidery in rose chenille.

The bodice of brocaded eponge in deep cream tones is in coat effect, the bolero front embroidered with rose-gays, the draped back at the waist line belted with black silk drawn through a buckle effect embroidered in bright colors. A vest of fine net, a wired tulle and black satin revers add to the smart style of the fetching costume.

In the Very Attractive and Greatly Improved New Department on the Third Floor. The Escalators constantly in service lead directly to the Department



Afternoon Gowns of Satin Charmeuse \$69.75
Copy of a Worth Model
Priced \$174.00

In the very distinguished Gown illustrated the original model has been faithfully reproduced.

The transparent bodice and long bishop sleeves are of cream lace of exquisite pattern mounted on flesh-pink chiffon.

Elaborate ornaments of gold bullion finish the deep pointed corselet.

The skirt gives the "vase-like silhouette" so fashionable.

Afternoon Gowns of Satin Charmeuse \$34.75
Copy of a "Maurer" Model

The Oriental influence is in this charming model—revealed in the novel color combinations, the deep Chinese girdle and bow and in the picturesque details of finish. Linked buttons fasten the robe front of bodice and skirt and the long sleeves which are finished with corded frills.

In navy, magenta, Delft blue, black or ivory satin charmeuse.

Afternoon Gowns of Canton Crepe \$34.75

A simple but decidedly smart Dress with soft fichu effect of creamy shadow lace and long sleeves finished with lace frills. The blouse waist has a deep straight girle of clever style and the position panel back adds to the long lines of the straight skirt.

Of heavy Canton crepe, in terra cotta, taupe or black.

Imprime Silk Street Dresses \$18.74

A very graceful model with tucked blouse waist opening over a vest of craquole net, with velvet straps, crystal button trimmed. Shadow lace forms the square collar, cuffs and wide revers.

The skirt, prettily draped at the knee, is trimmed with rows of buttons.

In floral patterned foulard in taupe, Oriental brown and Copenhagen.

Distinctive SUITS in SMARTEST FABRICS

The demi-tailored Suit this season, so fashionable, is developed in the supple, clinging weaves of silk and in a charming diversity of styles.

A three-piece Costume at \$94.75, a copy of a "Paquin" model, is in satin charmeuse in a soft, rich Japanese rose color. The bodice and sleeves are of cream applique lace over flesh color chiffon, with a Medici collar of the

lace. The little coat, cleverly draped, is lined with flowered tulle and has the new square peplum at the back. A folded girdle with long sash and finishes the skirt, which is cut on the simplest, straightest, most graceful lines.

In the Very Attractive New Department—Third Floor. The Escalators are suggested as a very pleasant, safe and speedy means of reaching the New Department.

Smart Suits of Broche Cloth \$29.75

The Russian blouse Suit (illustrated), developed in the new Brocade cloth, has collar and cuff insets of Chinese printed silk and a satin girdle. In sizes ranging from 16 years. Misses to 44 bust.

Navy or Delft blue, wood brown and black broche cloth of superior quality.

Suits of Serge or Bedford Cord \$23.74

The Bedford Cord Suits: (Especially Designed for Small Women.)

The long waisted Blouse coats have the deep hip girdle and fasten to the side with loops and buttons. The slightly draped skirts are finely tailored and of very smart style.

Navy blue, brown, tan or black wide wale Bedford Cord.

The Serge Suits: (A Model Especially Selected for Large Women.)

The strictly tailored coats are cut on the new straight slim lines and have long shawl collars and fancy cuffs of corded silk trimmed with smoked pearl buttons.

Side pleats and panel back add length of line to the well cut skirts. Also button trimmed and finely tailored. Price \$23.74.

Navy blue, black-and-white stripe and black Serge.



The SOUND of the SAW and HAMMER

In several sections of this big building bear active evidence of our policy of progress. We are making changes, improvements, enlargements; all—that you may have greater convenience, greater comfort, greater satisfaction in your transactions with us. We shall not only keep Macy's prices "Lowest-in-the-City," but keep constantly improving physical equipment and service.

Our Sea Coast Wagon Delivery from Atlantic Highlands to Belmar begins on Monday, April 7th.

DAINTY LINGERIE AT SAVINGS

No woman can suppress enthusiasm over the dainty styles in the Lingerie shown at Macy's. Everything that is best and newest in cut, fit, style and material is incorporated in these garments.

In the Greatly Improved Department on the Third Floor, Centre. Reached quickly and comfortably by the Escalators or by Elevators.

Crepe Night Gowns 99c

Dainty gowns in all white, or white-and-blue figured crepe in kimono styles, trimmed with Cluny lace and ribbon. Another style at the same price in white crepe is fetching piped with blue or pink crepe, with flat collar, "set in" sleeves and loose belt.

Nainsook Night Gowns 99c

Made of fine nainsook, daintily trimmed with embroidery medallions, Valenciennes lace and insertions and finished with ribbon threaded beading. Low neck, short sleeved model.

Fine Nainsook Gowns \$1.98

Sheer, soft nainsook gowns with low neck and short, lace-trimmed sleeves, are daintily made and trimmed with Valenciennes lace, inserting and embroidery. Finished at neck with wide beading, ribbon threaded. Another pretty style at this price has square neck, trimmed back and front with delicate Valenciennes lace.

Cambric Petticoats 99c

Neatly made with deep flounce of pretty embroidery. Others have flounces of Valenciennes lace and inserting.

Nainsook Combinations \$1.69

Corset-cover and drawers combinations effectively trimmed with embroidery medallions and lace insertions. Ribbon threaded beading at the waist and Valenciennes lace and insertion on lower edge of drawers give a pretty finish. Another style at \$1.98 has a round yoke of embroidery medallions, run through with ribbon and edged with Valenciennes lace. Drawers, finished with Valenciennes lace and inserting, and trimmed with embroidery medallions.

FANCY CHIFFON FLOUNCINGS \$1.49

Yard

Imported to sell at \$2.25 to \$3.00 a yard.

Very beautiful for evening gowns and stage wear are these fancy chiffon flouncings with elaborate borders in vivid Bulgarian and floral effects. White ground, spangled with metal dots. Width, 45 in. Main Floor, Centre.

Macy's Fur Storage Full Protection at minimum cost Repairs Alterations

Dainty PETTICOATS Very SPECIALLY Priced

On Sale Monday and Tuesday Only at these Prices in the New Department enlarged, improved and made more convenient, on the Third Floor, Centre. Use the Escalators, always in motion, or take Elevators, 34th St. or 35th St. front.

In the New Department on the Third Floor are attractively displayed a world of dainty new Petticoats in all the season's newest shades, materials and styles. All are beautifully made and cut on correct, straight lines.

\$3.00 Petticoats of Chiffon Taffeta \$1.89

Well made garments are these, in sash chiffon taffeta, with deep pleated flounce, effectively finished with pleated ruffle. Beautiful changeable colors such as amber, brown and gold, blue and green, red and green, etc.

\$3.25 Crepe de Chine Petticoats \$2.69

Dainty skirts of fine pink, light blue or white crepe de chine, prettily finished with wide lace edging and pleated lace ruffle, headed with Valenciennes insertion. A fancy ribbon rosette gives a pretty touch.

A large assortment of finer Petticoats—messalines, crepe de chine, silk Jerseys, China silks and foulards, range in price from \$3.75 to \$19.89. Third Floor, Centre.

\$4.00 Messaline Petticoats \$2.79

These Petticoats are made of good messaline with deep pleated flounce, finished with Van Dyke points and small pleated ruffle. In all the new shades, staple colors and changeables.

\$5.00 Petticoats of Heavy Messaline \$3.96

Excellent quality of heavy, durable messaline is used for these skirts, cut on new straight lines. Deep knife-pleated flounce is over an underlay and dust ruffle of cambric. May be had in black, all the new shades and changeable and staple colors.

Dainty CREPE de CHINE NEGLIGEEES at Savings

Very dainty and becoming are these soft Negligees in the delicate Summer tints and materials, shown in such charming variety in the Salons on the Third Floor, Rear. And at such reasonable prices are they that every woman may have one of these delightful luxuries. Scores of bewitching styles from which to choose, from a simple little Empire model at \$1.98 to elaborate chiffon swathed Charmeuse Robes at \$74.59.

\$10.00 Crepe de Chine Negligees, \$6.94

This lot on Sale on Monday and Tuesday only at this price.

Very dainty, graceful and becoming is the soft Negligee illustrated. The bodice is fetchingly hand-embroidered in floral patterns. Colors: Light blue, lavender, pink, Copenhagen, rose, "Nellrose" and maise.

Becoming Negligees of Crepe de Chine, \$8.69

Charming little house robes are these, made in the graceful Empire style, of fine quality crepe de chine. A large fancy collar of embroidered white batiste and full short sleeves, daintily trimmed with Valenciennes edge and inserting, go to make up a very lovely negligee. Colors: Copenhagen, light blue, pink and lavender.

"Coat" Style Negligees of Crepe de Chine, \$9.94

Very new and chic are these fetching Negligees in three-quarter length "coat" styles, made of fine clinging crepe de chine. The full kimono sleeves, collar and front are effectively finished with a wide fluting of ribbon of the same shade. Colors: Blue, pink, rose, lavender and maise.

Empire Negligees of Crepe de Chine, \$9.94

A delightful little Empire lounging robe, with tucked bodice and long, graceful skirt slashed in the prevailing mode. The collar and sleeves are daintily lace trimmed and finished with pretty buckles. Colors: Blue, lavender and pink.

Elaborate Crepe de Chine Negligees, \$12.49

A very distinctive model is this Empire Negligee of softest silk crepe, fetchingly trimmed with knife-pleated ruffles and dainty hand embroidery. A large fancy collar and full short sleeves give beauty and comfort. May be had in blue, pink, lavender, rose.

Charming Negligees of Crepe de Chine, \$15.89

A new model is this, with the long, graceful skirt folded into the short bodice in graceful knife pleats. The fancy collar is of wide shadow lace over self-colored ribbon. Tiny amber buttons add a charming touch to this most becoming and fetching negligee. Colors: Rose, blue and pink.

Dainty Negligees of Dotted Swiss, \$5.49

Delightful for Summer wear are these dainty Negligees of sheer dotted Swiss. Made in Empire style, this charming model has a deep yoke of Valenciennes lace and insertion, and the short full sleeves are elaborately trimmed with lace, beading and ribbon. Skirt shows dainty inserts of Valenciennes.

Other styles in dotted Swiss negligees are from \$1.98 to \$5.49.

NORFOLK AND MIDDY BLOUSES 99c to \$1.98

A large assortment of new Norfolk and Middy Blouses, in sizes from eight to eighteen years.

Daintily made of an excellent quality of white Galatea, jauntily trimmed with fancy sailor collars and cuffs of red, blue or white, braid trimmed or plain.

Also many novelties in new Khaki Norfolds in clever mannish styles, belted Middies with collars, cuffs and belts of brightly colored floral material, and

High Neck Middies with self-turned-back collars. Third Floor, Rear.

FANCY INITIAL HANDKERCHIEFS 49c

Box of 6

On Sale Monday and Tuesday Only at This Price

New and very beautiful are the novelty Handkerchiefs of dainty, sheer material with unique elongated colored initial and floral spray embroidered in pink, blue and lavender.

Elsewhere similar Handkerchiefs are 65c the half dozen. Main Floor, 34th St. Side.

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SUMMER FURNITURE of Dependable QUALITY

Willow, Wicker, Fibre Rush, Rattan, and Cane pieces, including those for the Porch and Verandah.

Willow Arm Chairs, \$4.49 to \$14.89
Willow Suites, \$34.89 to \$68.50
Wicker Tables, \$3.24
Camp Chairs, from 74c to \$1.98
Fibre Rush Rockers, \$6.74
Spindle-back Chairs, \$6.74
Wicker Settees, \$16.89 and \$24.24
Silver Birch Hat Trees, \$1.49
Couch Hammocks, from \$5.67 to \$20.24
Willow Smoking Chairs, \$15.24 to \$22.89
Willow Swings, \$5.67 to \$21.24
Willow Magazine Stands, \$5.49
Steamer Chairs, from \$1.89 to \$3.24
Wooden Swings, \$12.89
Wicker Card Tables, \$28.75
Porch Settees, \$3.89 and \$4.96
Sewing Rockers, 84c to \$2.79
Wicker Tea Wagons, from \$8.74 to \$18.49
Wicker Couches, \$6.34 to \$16.89

Above are suggestions only of what is to be seen in the newly-built Pergola in the new and more commodious quarters of the Furniture Department on the Sixth Floor.

The Sale of HIGH GRADE WILTON RUGS

continues. Splendid assortment of sizes and patterns for every room.

The Sale of BRASS BEDS AND MATTRESSES

begins to-morrow. Prices in many cases one-third off.

UPHOLSTERY Fabrics for SUMMER, at SAVINGS

A wonderfully complete and artistic showing, displayed in the new, much larger and greatly improved Department of Upholsteries on the Fourth Floor, Rear. Reached quickly, safely, comfortably by the Escalators.

35 Styles and Qualities of Scrim In White, Cream and Arabian

Medium and large open-work block. Open-work stripes with hemstitched borders. Hairline blocks. Double and triple open-work blocks and hem. Fancy stripes with hemstitched hems. Figured effects in stripes and squares. Double and triple open-work, filet effects. Fancy weave centres with double borders of open-work and hemstitched hem. All-over designs. Basket weave stripes alternating with plain stripes, plain centres with stripes of basket weave borders and hemstitched hems. Fancy blocked and striped scrims, ribbon effects. Striped scrims and small fancy weaves. Plain scrims. Scrims with fancy colored borders with open-work and hemstitched hems. Scrims in all-over and figured designs.

The two items immediately following on Sale on Monday and Tuesday only at these prices.

18c Scrim, special at (yd.) 12c

In all-over, block and stripe effects, and each one in choice of white, cream or Arabian.

One pattern a simple fancy all-over effect. Another has a simple striped centre with an open-work double border and hemstitched hem.

45c Plain Scrim, special at (yd.) 32c

Width 40 inches. Colored border and open-work and hemstitched hem effect in white, cream and Arabian. Specially priced, and usually selling at Macy's for 39c.

Imported Madras from Scotland

Our own importation, selected from an extensive assortment of various lines, and by comparison the newest, best and least expensive. In many cases, the same idea in design is carried out in different widths.

Madras (36 inches wide) 18c, 24c, 29c & 39c
Madras (45 inches wide) 34c, 39c, 49c, 69c & 89c
Madras (52 inches wide) 59c to 79c

Novelty Nets, 21c, 24c, 34c, 44c and up to (yd.) \$1.74

From the best mills of England and America in plain, fish net, fish square, solid woven stripes, and Colonial effects. Some with edges both scalloped and overlapped. Fourth Floor, Rear.

Pure Linen SHEETS & PILLOW CASES---Savings

Besides being strong and durable, Linen Sheets and Cases are gratefully cool and comfortable in Summer. Macy's draws upon the foremost Linen centres of Europe for its excellent assortment of Bed Linens. Prices are always "Lowest-in-the-City."

Irish Linen Pillow Cases, each, 39c

Hemstitched, and of strong quality linen. Size 22 in. x 36 in.

Scalloped All-linen Pillow Cases, each, 49c

From Germany. Made from a closely woven linen. Size 22 in. x 36 in.

All-linen Hemstitched Sheets, each, \$2.59

From Germany. Heavy, durable linen. Size 90 in. x 96 in. Pillow Cases to match, size 22 in. x 36 in., at 49c.

Flemish Sheets and Pillow Cases

Famous for the fineness of weave and soft lustrous finish. Size 72 in. x 96 in., \$2.89; 72 in. by 108 in., \$3.09; 90 in. x 96 in., \$3.49; 90 in. x 108 in., \$3.94.

Pillow Cases to match, 22 in. x 36 in., 79c; 25 in. x 36 in., 86c; 27 in. x 36 in., 91c.

Irish Shamrock Linen Hemstitched Sheets

72 in. x 96 in., \$2.79, \$3.49, \$3.74; 90 in. x 96 in., \$4.39, \$5.13, \$5.94; 72 in. x 108 in., \$4.19, \$5.89, \$6.29; 90 in. x 108 in., \$4.69, \$5.96, \$7.19.

Pillow Cases to match, 22 in. x 36 in., \$1.17; 25 in. x 36 in., \$1.37; 27 in. x 36 in., \$1.49. Basement, 34th St., Rear.